



Brazoria County Community Coalition



Bringing the pieces together to protect our youth and communities from substance abuse

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A COMMUNITY-WIDE RESPONSIBLE BEVERAGE SERVICE CAMPAIGN

The Brazoria County Community Coalition (BCCC) is announcing its Responsible Beverage Service Campaign throughout the communities of Brazoria County. The goal of this campaign is to reduce underage drinking and other alcohol-related problems in the community. It will do this by raising awareness among retail establishments on the consequences of selling alcohol to minors which ultimately will improve compliance rates.

Responsible Beverage Service (RBS) is a community-based approach to reducing risks associated with the sale and use of alcohol in retail environments. RBS has three essential elements: policy development, merchant education, and partnerships with law enforcement. While improving public safety and health, it will also set a higher standard for the hospitality industry and service sector, to support life quality in the community, and to improve the viability of business for establishments that are responsible.

“Good RBS means that alcohol retailers check IDs, refuse service to drunk patrons, and the community gets involved to ensure safe alcohol service and sales,” said Carie Fletcher of the Brazoria County Community Coalition. “The Coalition will provide information to alcohol retailers to help ensure responsible alcohol sales.”

The BCCC continues to participate in compliance check operations with the local police department, TABC and other area cities who implement checks. “Consistent enforcement by local law enforcement supports the community norm that those who sell and serve alcohol must do so in a way that does not contribute to community problems,” said former police chief, Jeff Pynes. The BCCC will follow up with these stores by implementing a Responsible Beverage Service Campaign.

For more information about Responsible Beverage Service or the Coalition’s prevention efforts, please contact Carie Fletcher, Coalition Coordinator at carie.fletcher@bacoda.com or 979-215-6990. The Coalition is a project of the Bay Area Council on Drugs and Alcohol (BACODA). BACODA is a community based substance abuse prevention organization that provides sustained leadership and support for the Brazoria County Community Coalition. BACODA has provided comprehensive prevention/intervention services for over thirty years.

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